

# A Survey of Maine Registered Voter Attitudes on Media Access

November 28-30, 2023

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# Survey Notes

These results are from a Saint Anselm College Survey Center poll based on online surveys of 938 Maine registered voters. Surveys were collected between November 28th and 30th, 2023, from cell phone users randomly drawn from a sample of registered voters reflecting the demographic and partisan characteristics of the voting population. Information sources were presented in random order for the matrix and ranked choice questions. The survey has an overall margin of sampling error of +/- 3.2% with a confidence interval of 95%. The data are weighted for age, gender, geography, and education based on a voter demographic model derived from historical voting patterns, but are not weighted by party registration or party identification.

# Questions Tested

**To which of the below services do you currently subscribe?**

**Please check all that apply:**

- Cable TV (e.g. Spectrum, Xfinity, Breezeline, etc.)
- Satellite TV (e.g. DishNetwork, DirectTV, etc.)
- Live Streaming TV (e.g. Hulu +Live TV, YouTube TV, etc.)
- Streaming Service (e.g. Disney+, Peacock, Netflix, Apple TV, etc.)
- Broadband Internet Access
- None

**For each type of information listed below, please choose which sources you use to obtain such information. Please select up to three for each: Community Information, Local Government Information, Local News, Sports, including High School Sports, Weather.**

- Local Television
- Radio
- Internet
- Local Newspaper
- Community Access Cable Channel
- Social Media
- Friends and Neighbors

**Please drag and drop to rank the below information sources by their importance to you in obtaining information you need:**

- Community Access Cable Channel
- Friends and Family
- Internet Websites
- Local Newspapers
- Local Television News
- Radio
- Social Media

*State legislators recently voted to require an up to 5% fee on streaming services such as Hulu, Peacock, and Xumo, as well as additional fees, to fund required technology and infrastructure investments to stream Community Access Cable Channels on these services.*

**Would you support a new 5% fee on the monthly cost of streaming services and an additional fee on these services to fund technology and infrastructure costs to make Community Access Cable Channels available on your streaming service?**

- Yes
- No
- Unsure

**On the slider below, please indicate how much would you be willing to pay per month as a fee on your streaming service to fund the technology and infrastructure costs to access Community Access Cable Channels on your streaming service:**

- 0
- 1
- 2
- 3
- 4
- 5

**Would you be more or less likely to support your state legislator if you knew he or she voted for a 5% tax on streaming video services such as Hulu, Peacock, Netflix, and Disney+?**

- Much more likely
- Somewhat more likely
- Somewhat less likely
- Much less likely
- Unsure

**Which of the below two ways to receive Community Access Cable Channel content would you prefer?**

- Via free-to-consumer video services such as YouTube or Vimeo
- Via streaming services such as Hulu, Peacock, Netflix, or Disney+, at an additional fee
- Unsure

**Would you be more or less likely to support your state legislator if you knew he or she voted to require consumers to pay a fee to fund technology and infrastructure costs to provide Community Access Cable Channels on streaming services such as Hulu, Peacock, Netflix, or Disney+?**

- Much more likely
- Somewhat more likely
- Somewhat less likely
- Much less likely
- Unsure

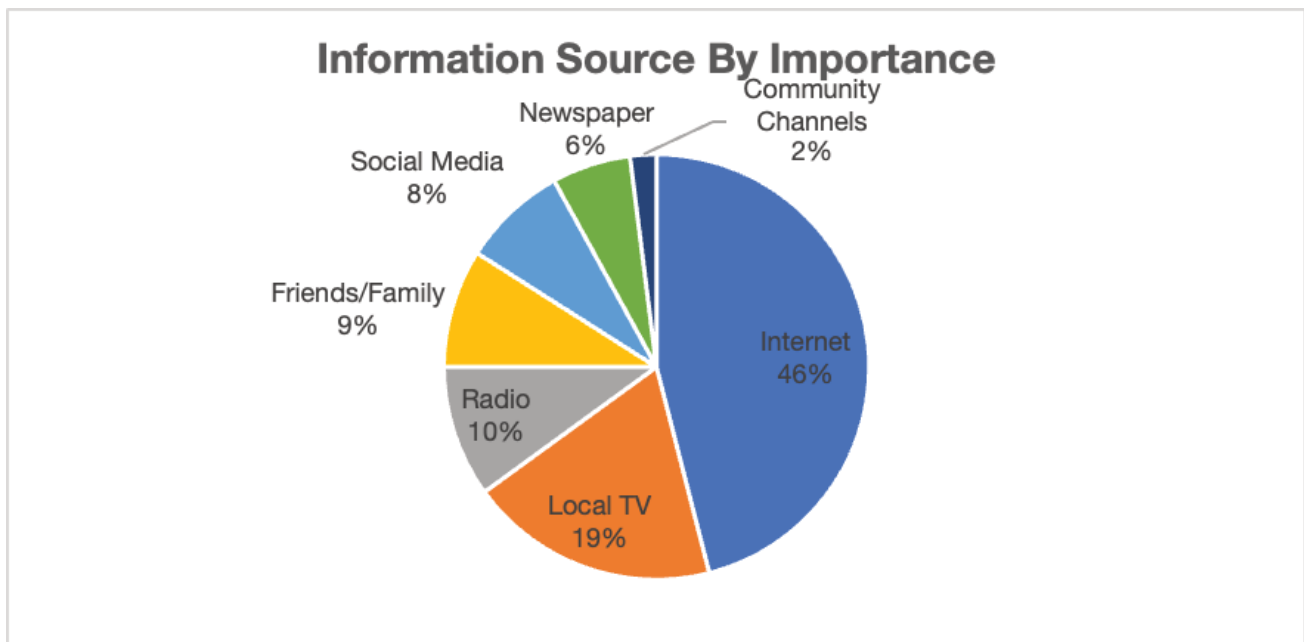
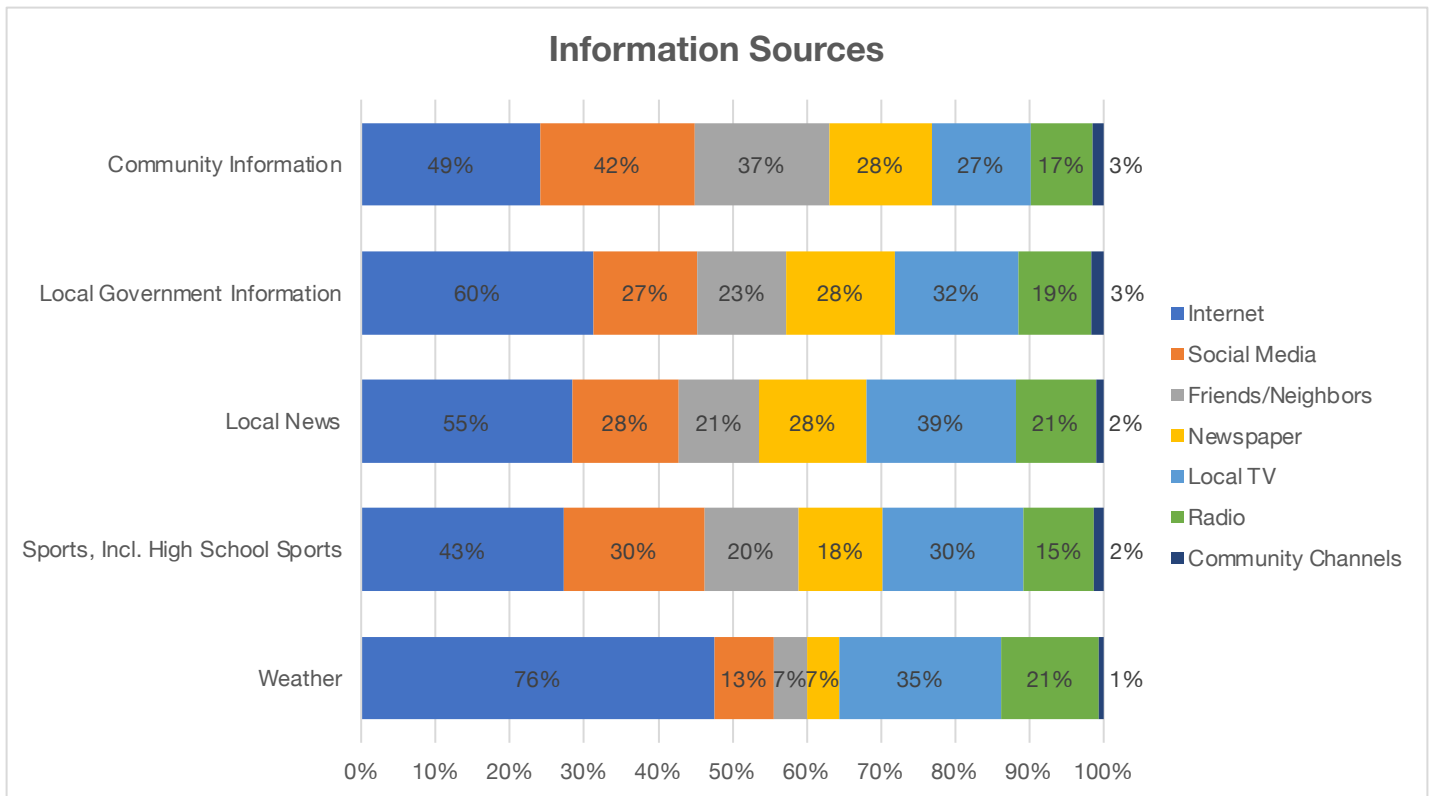
**If you knew that the new fee on each of your streaming services could be \$5 or more per month to fund the technology and infrastructure upgrades needed to stream Community Access Cable Channels on your streaming service, would you support such a fee?**

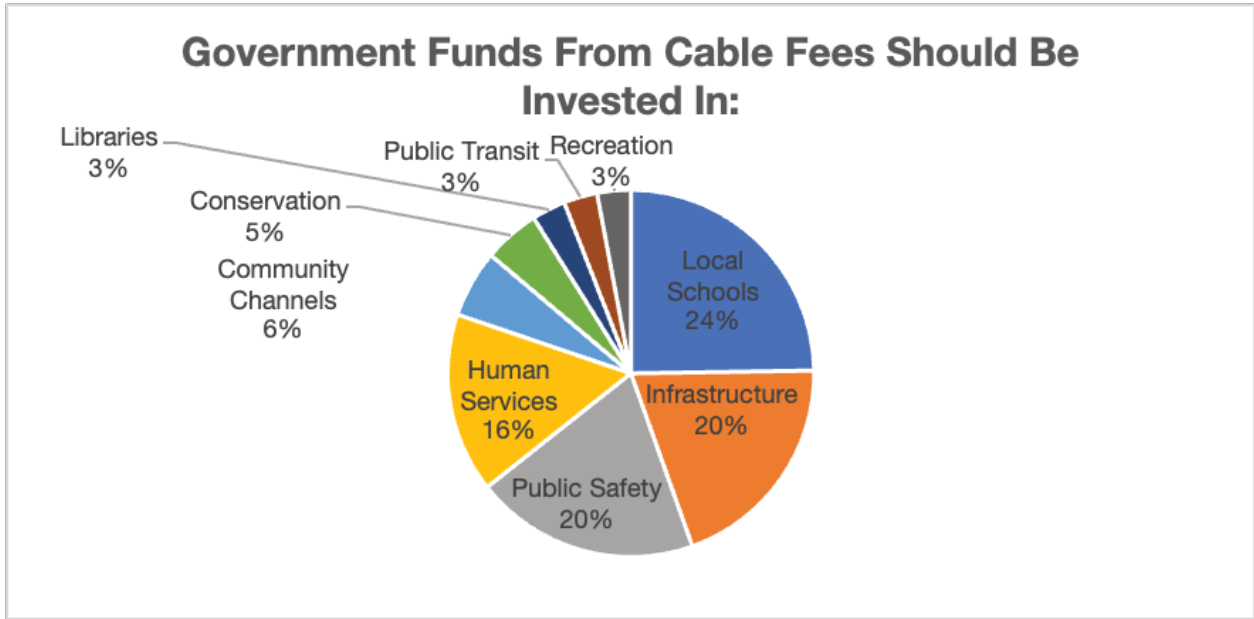
- Yes
- No
- Unsure

*Cable TV subscribers pay more than \$10M annually to local governments through required fees on their cable TV services.*

**Please drag and drop below to rank in order of importance how you believe government should invest these funds:**

- Community Access Cable Channels
- Conservation
- Human Services
- Libraries
- Local Schools
- Public Safety and EMS
- Public Transit
- Recreation
- Roads and infrastructure







November 28-30, 2023 | n-938 | Maine Registered Voters | MoE +/- 3.2%

To which of the below services do you currently subscribe?			
		Frequency	Percent
	Streaming Service	689	73
	Broadband Internet	563	60
	Live Streaming	471	50
	Cable TV	310	33
	Satellite TV	82	9

**For each type of information listed below, please choose which sources you use to obtain such information. Please select up to three for each:**

Community Information			
		Frequency	Percent
	Internet	457	49
	Social Media	395	42
	Friends/Neighbors	352	37
	Newspaper	258	28
	Local TV	249	27
	Radio	160	17
	Community Channels	30	3

Local Government Information			
		Frequency	Percent
	Internet	564	60
	Local TV	304	32
	Newspaper	260	28
	Social Media	256	27
	Friends/Neighbors	213	23
	Radio	180	19
	Community Channels	33	3

Local News			
		Frequency	Percent
	Internet	512	55
	Local TV	362	39
	Newspaper	264	28
	Social Media	263	28
	Radio	199	21
	Friends/Neighbors	199	21
	Community Channels	16	2

Sports, Including High School Sports			
		Frequency	Percent
	Internet	404	43
	Local TV	286	30
	Social Media	279	30
	Friends/Neighbors	184	20
	Newspaper	165	18
	Radio	144	15
	Community Channels	22	2

Weather			
		Frequency	Percent
	Internet	713	76
	Local TV	331	35
	Radio	193	21
	Social Media	123	13
	Friends/Neighbors	68	7
	Newspaper	66	7
	Community Channels	12	1

Please drag and drop to rank the below information sources by their importance to you in obtaining information you need:

### Mean Rank

	Mean
Internet	2.3
Local TV	3.7
Friends/Family	3.9
Radio	4.0
Social Media	4.1
Newspaper	4.2
Community Access	5.8

### Top Rank

	Frequency	Percent
Internet	434	46
Local TV	178	19
Radio	92	10
Friends/Family	85	9
Social Media	75	8
Newspaper	53	6
Community Channels	21	2
Total	938	100

**State legislators recently voted to require an up to 5% fee on streaming services such as Hulu, Peacock, and Xumo, as well as additional fees, to fund required technology and infrastructure investments to stream Community Access Cable Channels on these services.**

**Would you support a new 5% fee on the monthly cost of streaming services and an additional fee on these services to fund technology and infrastructure costs to make Community Access Cable Channels available on your streaming service?**

	Frequency	Percent
Yes	140	15
No	646	69
Unsure	152	16
Total	938	100

**On the slider below, please indicate how much would you be willing to pay per month as a fee on your streaming service to fund the technology and infrastructure costs to access Community Access Cable Channels on your streaming service:**

		Frequency	Percent
	\$0.00	7	5
	\$1.00	22	16
	\$2.00	34	24
	\$3.00	39	28
	\$4.00	7	5
	\$5.00	30	22
	Mean		\$2.77

**Would you be more or less likely to support your state legislator if you knew he or she voted for a 5% tax on streaming video services such as Hulu, Peacock, Netflix, and Disney+?**

		Frequency	Percent
	Much More	15	2
	Somewhat More	93	10
	Somewhat Less	248	26
	Much Less	332	35
	Unsure	249	27
	More	109	12
	Less	580	62
	Unsure	249	27
	Total	938	100

**Which of the below two ways to receive Community Access Cable Channel content would you prefer?**

**Via free-to-consumer video services such as YouTube or Vimeo;**

**Via streaming services such as Hulu, Peacock, Netflix, or Disney+, at an additional fee**

		Frequency	Percent
	Free Services	489	52
	Fee-Based Services	156	17
	Unsure	292	31
	Total	938	100

**Would you be more or less likely to support your state legislator if you knew he or she voted to require consumers to pay a fee to fund technology and infrastructure costs to provide Community Access Cable Channels on streaming services such as Hulu, Peacock, Netflix, or Disney+?**

		Frequency	Percent
	Much More	21	2
	Somewhat More	79	8
	Somewhat Less	247	26
	Much Less	344	37
	Unsure	247	26
	More	99	11
	Less	592	63
	Unsure	247	26
	Total	938	100

**If you knew that the new fee on each of your streaming services could be \$5 or more per month to fund the technology and infrastructure upgrades needed to stream Community Access Cable Channels on your streaming service, would you support such a fee?**

		Frequency	Percent
	Yes	93	10
	No	703	75
	Unsure	142	15
	Total	938	100

**Cable TV subscribers pay more than \$10M annually to local governments through required fees on their cable TV services.**

**Please drag and drop below to rank in order of importance how you believe government should invest these funds:**

### Mean Rank

		Mean
	Local Schools	3.4
	Infrastructure	3.7
	Public Safety	3.7
	Human Services	4.0
	Public Transit	5.5
	Libraries	5.6
	Conservation	5.7
	Recreation	6.4
	Community Channels	7.0

### Top Rank

		Frequency	Percent
	Local Schools	236	25
	Infrastructure	188	20
	Public Safety	186	20
	Human Services	150	16
	Community Channels	53	6
	Conservation	43	5
	Libraries	28	3
	Public Transit	27	3
	Recreation	26	3
	Total	938	100

November 28-30, 2023 | n-938 | Maine Registered Voters | MoE +/- 3.2%

To which of the below services do you currently subscribe?						
		Streaming Service	Broadband Internet	Live Streaming	Cable TV	Satellite TV
Gender	Female	73%	54%	50%	34%	8%
	Male	74%	67%	51%	33%	10%
Age	18-34	86%	61%	46%	23%	5%
	35-54	82%	63%	54%	25%	4%
	55-64	65%	60%	51%	39%	13%
	65+	61%	56%	49%	45%	13%
Education	High School or Less	67%	47%	45%	37%	7%
	Some College/Associates Degree	72%	61%	55%	31%	12%
	College Graduate	76%	62%	47%	33%	6%
	Graduate/Professional School	80%	71%	51%	34%	8%
Ideology	Very Conservative	63%	52%	52%	33%	11%
	Somewhat Conservative	67%	59%	59%	38%	11%
	Moderate	85%	57%	32%	36%	7%
	Somewhat Liberal	79%	62%	50%	34%	7%
	Very Liberal	77%	69%	43%	19%	6%
Party Registration	Democratic	77%	63%	45%	27%	8%
	Republican	70%	57%	53%	40%	11%
	Unenrolled/Independent	73%	59%	56%	33%	7%
Party Identification	Democratic	76%	62%	45%	29%	8%
	Republican	71%	57%	54%	37%	10%
	Swing	69%	65%	62%	38%	5%
Congressional District	CD1	73%	58%	51%	36%	7%
	CD2	74%	62%	49%	30%	10%
Media Market	Bangor	75%	60%	53%	26%	9%
	Portland-Auburn	73%	61%	50%	35%	8%
	Presque Isle	77%	42%	33%	45%	12%
Metro Type	Rural	74%	56%	50%	36%	10%
	Suburban	75%	67%	54%	29%	5%
	Town	69%	68%	53%	24%	11%
	Urban	72%	66%	43%	36%	2%
Total		74%	60%	50%	33%	9%

## Community Information

		Internet	Social Media	Friends/ Neighbors	Newspaper	Local TV	Radio	Community Channel
Gender	Female	48%	48%	40%	27%	26%	17%	3%
	Male	50%	36%	35%	28%	27%	17%	4%
Age	18-34	67%	53%	57%	10%	11%	15%	
	35-54	47%	59%	45%	27%	18%	19%	1%
	55-64	41%	38%	29%	32%	36%	19%	2%
	65+	43%	21%	23%	36%	39%	15%	8%
Education	High School or Less	40%	44%	34%	14%	18%	15%	3%
	Some College/Associates Degree	52%	43%	41%	23%	33%	20%	3%
	College Graduate	49%	41%	37%	35%	25%	14%	3%
	Graduate/Professional School	51%	38%	37%	42%	25%	17%	3%
Ideology	Very Conservative	52%	48%	45%	16%	15%	22%	5%
	Somewhat Conservative	42%	36%	29%	21%	34%	14%	3%
	Moderate	59%	62%	48%	21%	17%	18%	3%
	Somewhat Liberal	48%	38%	35%	38%	32%	21%	3%
	Very Liberal	57%	46%	48%	36%	16%	10%	1%
Party Registration	Democratic	50%	39%	40%	35%	26%	17%	2%
	Republican	45%	43%	38%	20%	24%	18%	4%
	Unenrolled/Independent	51%	46%	32%	24%	32%	15%	3%
Party Identification	Democratic	50%	39%	38%	36%	28%	18%	3%
	Republican	47%	43%	36%	18%	25%	17%	4%
	Swing	55%	60%	42%	31%	24%	7%	2%
Congressional District	CD1	47%	39%	32%	31%	29%	15%	5%
	CD2	50%	46%	43%	24%	24%	19%	1%
Media Market	Bangor	48%	43%	40%	20%	24%	24%	0%
	Portland-Auburn	48%	40%	35%	31%	28%	15%	4%
	Presque Isle	67%	63%	56%	12%	28%	12%	
Metro Type	Rural	49%	42%	40%	25%	26%	19%	4%
	Suburban	53%	45%	40%	25%	28%	12%	4%
	Town	39%	39%	32%	37%	15%	11%	1%
	Urban	56%	42%	27%	36%	42%	16%	2%
Total		49%	42%	37%	28%	27%	17%	3%



Local Government Information								
		Internet	Local TV	Newspaper	Social Media	Friends/ Neighbors	Radio	Community Channels
Gender	Female	60%	31%	27%	27%	24%	19%	3%
	Male	60%	34%	29%	27%	21%	19%	4%
Age	18-34	74%	17%	13%	38%	44%	11%	1%
	35-54	71%	23%	25%	39%	26%	23%	1%
	55-64	54%	45%	32%	22%	16%	23%	4%
	65+	43%	45%	37%	12%	10%	18%	7%
Education	High School or Less	56%	22%	14%	32%	27%	13%	1%
	Some College/Associates Degree	58%	40%	23%	25%	20%	21%	5%
	College Graduate	65%	32%	35%	27%	24%	18%	4%
	Graduate/Professional School	62%	29%	43%	26%	21%	26%	3%
Ideology	Very Conservative	67%	27%	12%	38%	34%	22%	5%
	Somewhat Conservative	53%	39%	20%	20%	15%	21%	3%
	Moderate	72%	23%	34%	48%	49%	5%	1%
	Somewhat Liberal	56%	38%	36%	23%	15%	21%	4%
	Very Liberal	68%	19%	38%	27%	26%	20%	1%
Party Registration	Democratic	60%	32%	36%	24%	22%	21%	4%
	Republican	58%	31%	18%	32%	27%	19%	3%
	Unenrolled/Independent	62%	34%	28%	27%	19%	17%	3%
Party Identification	Democratic	60%	34%	37%	23%	21%	19%	4%
	Republican	60%	31%	16%	30%	25%	20%	3%
	Swing	62%	26%	38%	38%	20%	11%	5%
Congressional District	CD1	58%	34%	34%	22%	19%	18%	5%
	CD2	62%	31%	21%	33%	27%	20%	2%
Media Market	Bangor	58%	29%	20%	34%	26%	21%	0%
	Portland-Auburn	60%	34%	32%	23%	19%	19%	4%
	Presque Isle	79%	23%	7%	52%	58%	16%	5%
Metro Type	Rural	62%	34%	25%	29%	23%	21%	4%
	Suburban	55%	33%	22%	26%	32%	17%	2%
	Town	55%	19%	36%	20%	16%	11%	5%
	Urban	65%	37%	47%	29%	15%	19%	3%
Total		60%	32%	28%	27%	23%	19%	4%

## Local News

		Internet	Local TV	Newspaper	Social Media	Radio	Friends/ Neighbors	Community Channels
Gender	Female	51%	38%	30%	29%	19%	23%	2%
	Male	58%	40%	26%	27%	23%	19%	1%
Age	18-34	77%	11%	17%	46%	13%	49%	
	35-54	59%	32%	27%	40%	25%	18%	0%
	55-64	41%	54%	29%	20%	24%	14%	1%
	65+	43%	54%	36%	9%	21%	11%	4%
Education	High School or Less	43%	30%	13%	27%	15%	22%	1%
	Some College/Associates Degree	57%	47%	20%	30%	21%	19%	2%
	College Graduate	60%	35%	40%	27%	23%	25%	2%
	Graduate/Professional School	54%	38%	47%	26%	26%	19%	2%
Ideology	Very Conservative	56%	37%	16%	32%	21%	28%	2%
	Somewhat Conservative	45%	45%	22%	22%	21%	13%	2%
	Moderate	70%	23%	23%	50%	15%	35%	2%
	Somewhat Liberal	53%	46%	38%	22%	23%	16%	2%
	Very Liberal	66%	24%	37%	36%	24%	32%	1%
Party Registration	Democratic	59%	38%	37%	25%	24%	19%	1%
	Republican	48%	38%	20%	27%	19%	25%	2%
	Unenrolled/Independent	55%	42%	24%	34%	20%	20%	2%
Party Identification	Democratic	58%	39%	37%	25%	23%	20%	2%
	Republican	50%	38%	19%	30%	19%	23%	2%
	Swing	60%	36%	29%	40%	20%	22%	2%
Congressional District	CD1	52%	41%	34%	23%	23%	17%	2%
	CD2	57%	36%	22%	33%	20%	25%	1%
Media Market	Bangor	52%	35%	19%	28%	20%	24%	0%
	Portland-Auburn	54%	41%	33%	26%	22%	18%	2%
	Presque Isle	72%	21%	9%	58%	19%	51%	
Metro Type	Rural	54%	39%	24%	28%	22%	21%	2%
	Suburban	59%	39%	26%	30%	17%	28%	2%
	Town	51%	30%	35%	28%	16%	17%	1%
	Urban	59%	44%	51%	27%	28%	19%	2%
Total		55%	39%	28%	28%	21%	21%	2%

## Sports, Including High School Sports

		Internet	Local TV	Social Media	Friends/ Neighbors	Newspaper	Radio	Community Access
Gender	Female	31%	28%	33%	22%	18%	12%	2%
	Male	56%	33%	27%	17%	18%	19%	2%
Age	18-34	57%	14%	49%	41%	4%	8%	
	35-54	50%	22%	39%	18%	16%	19%	0%
	55-64	36%	49%	24%	18%	22%	18%	2%
	65+	32%	39%	11%	8%	26%	15%	6%
Education	High School or Less	32%	24%	33%	21%	7%	17%	3%
	Some College/Associates Degree	46%	37%	31%	21%	15%	14%	2%
	College Graduate	44%	28%	28%	20%	24%	16%	2%
	Graduate/Professional School	48%	29%	26%	15%	28%	14%	3%
Ideology	Very Conservative	47%	32%	34%	20%	9%	19%	1%
	Somewhat Conservative	43%	36%	26%	17%	16%	18%	3%
	Moderate	35%	20%	26%	38%	6%	10%	2%
	Somewhat Liberal	47%	34%	30%	16%	23%	16%	3%
	Very Liberal	36%	18%	35%	19%	26%	8%	1%
Party Registration	Democratic	41%	30%	28%	15%	22%	12%	2%
	Republican	39%	29%	29%	23%	14%	15%	3%
	Unenrolled/Independent	51%	33%	34%	23%	16%	22%	2%
Party Identification	Democratic	41%	30%	27%	15%	23%	12%	2%
	Republican	44%	31%	30%	21%	12%	18%	3%
	Swing	51%	27%	51%	40%	15%	20%	2%
Congressional District	CD1	45%	32%	24%	17%	21%	14%	3%
	CD2	41%	29%	36%	22%	15%	17%	2%
Media Market	Bangor	41%	29%	41%	19%	13%	23%	1%
	Portland-Auburn	46%	32%	26%	18%	20%	13%	3%
	Presque Isle	14%	21%	23%	47%	2%	7%	
Metro Type	Rural	41%	32%	30%	21%	14%	18%	2%
	Suburban	55%	32%	41%	24%	15%	11%	2%
	Town	37%	24%	20%	11%	28%	15%	7%
	Urban	47%	29%	29%	15%	30%	5%	1%
Total		43%	30%	30%	20%	18%	15%	2%

## Weather

		Internet	Local TV	Radio	Social Media	Friends/ Neighbors	Newspaper	Community Access
Gender	Female	75%	35%	20%	12%	5%	7%	2%
	Male	78%	36%	21%	14%	10%	7%	0%
Age	18-34	84%	16%	19%	23%	19%	2%	
	35-54	81%	28%	23%	15%	5%	7%	1%
	55-64	74%	45%	24%	11%	3%	6%	1%
	65+	67%	50%	18%	6%	4%	12%	2%
Education	High School or Less	66%	22%	22%	20%	8%	6%	
	Some College/Associates Degree	76%	42%	22%	13%	6%	6%	2%
	College Graduate	81%	33%	15%	11%	9%	7%	1%
	Graduate/Professional School	80%	40%	25%	10%	6%	10%	1%
Ideology	Very Conservative	79%	41%	19%	19%	12%	5%	
	Somewhat Conservative	68%	38%	20%	12%	3%	8%	2%
	Moderate	85%	16%	35%	28%	14%	4%	
	Somewhat Liberal	74%	41%	19%	8%	8%	9%	2%
	Very Liberal	90%	25%	15%	10%	6%	5%	
Party Registration	Democratic	79%	35%	17%	8%	7%	8%	1%
	Republican	70%	34%	23%	19%	8%	6%	1%
	Unenrolled/Independent	79%	38%	23%	14%	7%	6%	2%
Party Identification	Democratic	78%	37%	17%	8%	7%	9%	1%
	Republican	72%	34%	24%	16%	6%	5%	1%
	Swing	91%	36%	22%	31%	20%	5%	4%
Congressional District	CD1	73%	36%	19%	13%	5%	7%	1%
	CD2	79%	35%	22%	13%	9%	7%	1%
Media Market	Bangor	75%	32%	19%	11%	11%	8%	2%
	Portland-Auburn	75%	37%	20%	12%	6%	7%	1%
	Presque Isle	95%	23%	41%	37%	7%		
Metro Type	Rural	75%	36%	24%	12%	7%	5%	2%
	Suburban	74%	36%	15%	17%	14%	8%	1%
	Town	78%	29%	13%	11%	1%	7%	1%
	Urban	85%	36%	16%	17%	8%	20%	
Total		76%	35%	20%	13%	7%	7%	1%

Please drag and drop to rank the below information sources by their importance to you in obtaining information you need.

**Top Rank:**

		Internet	Local TV	Radio	Friends/ Family	Social Media	Newspaper	Community Access
Gender	Female	41%	21%	8%	12%	9%	6%	3%
	Male	52%	17%	12%	6%	7%	5%	1%
Age	18-34	59%	2%	5%	21%	10%	1%	2%
	35-54	50%	14%	12%	9%	12%	3%	0%
	55-64	37%	31%	12%	5%	7%	7%	2%
	65+	40%	28%	10%	4%	3%	10%	5%
Education	High School or Less	33%	21%	13%	16%	11%	4%	2%
	Some College/Associates Degree	47%	20%	7%	8%	11%	3%	3%
	College Graduate	52%	17%	9%	8%	5%	9%	2%
	Graduate/Professional School	53%	17%	14%	3%	4%	8%	1%
Ideology	Very Conservative	40%	16%	15%	15%	9%	2%	5%
	Somewhat Conservative	47%	23%	11%	6%	7%	5%	1%
	Moderate	42%	12%	8%	26%	9%	3%	1%
	Somewhat Liberal	45%	22%	7%	7%	7%	9%	3%
	Very Liberal	57%	11%	10%	3%	10%	7%	2%
Party Registration	Democratic	48%	20%	9%	6%	8%	7%	3%
	Republican	43%	18%	10%	14%	10%	4%	1%
	Unenrolled/Independent	48%	20%	12%	7%	6%	5%	3%
Party Identification	Democratic	48%	20%	8%	6%	8%	7%	3%
	Republican	46%	17%	12%	12%	8%	3%	2%
	Swing	33%	26%	6%	11%	11%	11%	2%
Congressional District	CD1	49%	19%	10%	7%	6%	7%	2%
	CD2	44%	19%	9%	12%	10%	4%	3%
Media Market	Bangor	40%	21%	8%	11%	13%	4%	2%
	Portland-Auburn	49%	18%	11%	6%	7%	7%	2%
	Presque Isle	40%	14%	2%	44%			
Metro Type	Rural	43%	20%	10%	12%	8%	4%	3%
	Suburban	49%	19%	11%	7%	6%	7%	
	Town	59%	15%	7%	2%	10%	4%	2%
	Urban	48%	20%	8%	3%	5%	14%	2%
Total		46%	19%	10%	9%	8%	6%	2%

**Would you support a new 5% fee on the monthly cost of streaming services and an additional fee on these services to fund technology and infrastructure costs to make Community Access Cable Channels available on your streaming service?**

		Yes	No	Unsure
Gender	Female	16%	61%	23%
	Male	13%	77%	9%
Age	18-34	12%	71%	17%
	35-54	16%	71%	13%
	55-64	11%	72%	17%
	65+	18%	64%	18%
Education	High School or Less	5%	76%	20%
	Some College/Associates Degree	11%	77%	12%
	College Graduate	21%	61%	18%
	Graduate/Professional School	28%	53%	19%
Ideology	Very Conservative	2%	95%	3%
	Somewhat Conservative	6%	85%	9%
	Moderate	11%	62%	28%
	Somewhat Liberal	22%	58%	19%
	Very Liberal	35%	36%	29%
Party Registration	Democratic	25%	53%	22%
	Republican	5%	83%	12%
	Unenrolled/Independent	11%	76%	13%
Party Identification	Democratic	25%	52%	23%
	Republican	4%	86%	10%
	Swing	16%	75%	9%
Congressional District	CD1	18%	65%	17%
	CD2	11%	73%	16%
Media Market	Bangor	10%	79%	11%
	Portland-Auburn	18%	67%	16%
	Presque Isle	2%	49%	49%
Metro Type	Rural	14%	68%	18%
	Suburban	11%	74%	14%
	Town	21%	68%	11%
	Urban	21%	67%	12%
Total		15%	69%	16%

**On the slider below, please indicate how much would you be willing to pay per month as a fee on your streaming service to fund the technology and infrastructure costs to access Community Access Cable Channels on your streaming service:**

		\$0.00	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00
Gender	Female	3%	14%	26%	31%	6%	20%
	Male	8%	18%	22%	25%	3%	23%
Age	18-34		9%	17%	61%		13%
	35-54	7%	13%	30%	20%	4%	26%
	55-64		11%	22%	33%	6%	28%
	65+	8%	23%	25%	19%	8%	19%
Education	High School or Less	38%		25%	38%		
	Some College/Associates Degree	5%	13%	21%	32%	11%	18%
	College Graduate	4%	17%	22%	33%	4%	20%
	Graduate/Professional School		20%	33%	15%	3%	30%
Ideology	Very Conservative		50%				50%
	Somewhat Conservative	17%	22%	39%	11%	6%	6%
	Moderate			10%	60%		30%
	Somewhat Liberal	7%	15%	29%	14%	7%	29%
	Very Liberal		16%	18%	47%	2%	16%
Party Registration	Democratic	2%	17%	23%	30%	6%	21%
	Republican	13%	19%	44%	13%		13%
	Unenrolled/Independent	12%	8%	16%	36%	4%	24%
Party Identification	Democratic	4%	15%	23%	30%	6%	23%
	Republican	13%	19%	44%	13%		13%
	Swing		22%	11%	44%		22%
Congressional District	CD1	5%	15%	26%	28%	6%	21%
	CD2	6%	17%	23%	28%	4%	23%
Media Market	Bangor	13%	22%	22%	13%		30%
	Portland-Auburn	3%	14%	24%	31%	6%	21%
	Presque Isle		50%	50%			
Metro Type	Rural	5%	14%	25%	24%	2%	29%
	Suburban		13%	40%	20%	13%	13%
	Town	15%	19%	11%	37%	11%	7%
	Urban		22%	28%	39%		11%
Total		6%	16%	24%	28%	5%	21%

<b>Would you be more or less likely to support your state legislator if you knew he or she voted for a 5% tax on streaming video services such as Hulu, Peacock, Netflix, and Disney+?</b>				
		More	Less	Unsure
Gender	Female	14%	53%	33%
	Male	8%	71%	20%
Age	18-34	17%	57%	26%
	35-54	8%	61%	30%
	55-64	6%	70%	23%
	65+	15%	60%	25%
Education	High School or Less	10%	68%	23%
	Some College/Associates Degree	7%	72%	20%
	College Graduate	15%	51%	34%
	Graduate/Professional School	19%	48%	33%
Ideology	Very Conservative		91%	9%
	Somewhat Conservative	2%	80%	18%
	Moderate	23%	52%	24%
	Somewhat Liberal	17%	49%	34%
	Very Liberal	23%	29%	48%
Party Registration	Democratic	20%	42%	38%
	Republican	7%	80%	13%
	Unenrolled/Independent	5%	69%	26%
Party Identification	Democratic	18%	43%	39%
	Republican	5%	81%	14%
	Swing	9%	69%	22%
Congressional District	CD1	13%	58%	30%
	CD2	10%	66%	24%
Media Market	Bangor	8%	69%	23%
	Portland-Auburn	11%	60%	28%
	Presque Isle	37%	49%	14%
Metro Type	Rural	12%	63%	26%
	Suburban	10%	62%	29%
	Town	11%	60%	29%
	Urban	14%	59%	27%
Total		12%	62%	27%



**Would you be more or less likely to support your state legislator if you knew he or she voted for a 5% tax on streaming video services such as Hulu, Peacock, Netflix, and Disney+?**

		Much More	Somewhat More	Somewhat Less	Much Less	Unsure
Gender	Female	2%	13%	23%	30%	33%
	Male	2%	7%	31%	41%	20%
Age	18-34	1%	16%	28%	29%	26%
	35-54	3%	5%	23%	39%	30%
	55-64	1%	5%	31%	40%	23%
	65+	1%	14%	27%	33%	25%
Education	High School or Less		10%	22%	46%	23%
	Some College/Associates Degree	2%	5%	32%	41%	20%
	College Graduate	1%	13%	26%	25%	34%
	Graduate/Professional School	3%	15%	20%	28%	33%
Ideology	Very Conservative			29%	63%	9%
	Somewhat Conservative		2%	25%	55%	18%
	Moderate	2%	22%	19%	32%	25%
	Somewhat Liberal	3%	14%	35%	13%	34%
	Very Liberal	3%	20%	17%	12%	48%
Party Registration	Democratic	3%	17%	29%	13%	38%
	Republican	1%	6%	25%	55%	13%
	Unenrolled/Independent	1%	4%	24%	44%	26%
Party Identification	Democratic	3%	15%	28%	15%	39%
	Republican	0%	4%	25%	56%	14%
	Swing	2%	7%	27%	42%	22%
Congressional District	CD1	2%	11%	25%	33%	30%
	CD2	1%	9%	28%	38%	24%
Media Market	Bangor	2%	6%	29%	39%	23%
	Portland-Auburn	2%	10%	27%	34%	28%
	Presque Isle		37%	12%	37%	14%
Metro Type	Rural	1%	10%	26%	36%	26%
	Suburban	2%	8%	29%	33%	29%
	Town	1%	9%	25%	36%	30%
	Urban	3%	10%	27%	33%	27%
Total		1%	10%	26%	35%	27%

Which of the below two ways to receive Community Access Cable Channel content would you prefer?				
		Free Services	Fee-Based Services	Unsure
Gender	Female	50%	17%	32%
	Male	54%	16%	30%
Age	18-34	63%	13%	24%
	35-54	52%	22%	27%
	55-64	51%	18%	31%
	65+	47%	14%	40%
Education	High School or Less	36%	23%	41%
	Some College/Associates Degree	58%	17%	26%
	College Graduate	56%	14%	31%
	Graduate/Professional School	55%	13%	32%
Ideology	Very Conservative	44%	21%	35%
	Somewhat Conservative	46%	19%	35%
	Moderate	50%	20%	30%
	Somewhat Liberal	55%	13%	32%
	Very Liberal	69%	12%	19%
Party Registration	Democratic	58%	13%	29%
	Republican	44%	20%	36%
	Unenrolled/Independent	53%	19%	28%
Party Identification	Democratic	57%	13%	29%
	Republican	46%	20%	34%
	Swing	58%	16%	25%
Congressional District	CD1	50%	16%	34%
	CD2	54%	18%	28%
Media Market	Bangor	54%	23%	24%
	Portland-Auburn	52%	15%	33%
	Presque Isle	49%	7%	44%
Metro Type	Rural	50%	19%	31%
	Suburban	57%	16%	27%
	Town	48%	10%	43%
	Urban	64%	13%	23%
Total		52%	17%	31%

**Would you be more or less likely to support your state legislator if you knew he or she voted to require consumers to pay a fee to fund technology and infrastructure costs to provide Community Access Cable Channels on streaming services such as Hulu, Peacock, Netflix, or Disney+?**

		More	Less	Unsure
Gender	Female	11%	56%	33%
	Male	10%	71%	19%
Age	18-34	3%	59%	38%
	35-54	11%	66%	24%
	55-64	10%	67%	22%
	65+	16%	60%	24%
Education	High School or Less	5%	68%	27%
	Some College/Associates Degree	9%	72%	20%
	College Graduate	13%	55%	32%
	Graduate/Professional School	18%	50%	31%
Ideology	Very Conservative		93%	7%
	Somewhat Conservative	6%	83%	11%
	Moderate	11%	47%	43%
	Somewhat Liberal	15%	49%	36%
	Very Liberal	21%	32%	47%
Party Registration	Democratic	19%	42%	39%
	Republican	4%	81%	15%
	Unenrolled/Independent	6%	74%	20%
Party Identification	Democratic	18%	43%	40%
	Republican	4%	83%	13%
	Swing	5%	75%	20%
Congressional District	CD1	14%	59%	27%
	CD2	7%	67%	26%
Media Market	Bangor	7%	73%	20%
	Portland-Auburn	12%	61%	26%
	Presque Isle		40%	60%
Metro Type	Rural	10%	65%	25%
	Suburban	10%	64%	26%
	Town	13%	51%	36%
	Urban	12%	64%	24%
Total		11%	63%	26%

**Would you be more or less likely to support your state legislator if you knew he or she voted to require consumers to pay a fee to fund technology and infrastructure costs to provide Community Access Cable Channels on streaming services such as Hulu, Peacock, Netflix, or Disney+?**

		Much More	Somewhat More	Somewhat Less	Much Less	Unsure
Gender	Female	1%	9%	25%	31%	33%
	Male	3%	7%	28%	43%	19%
Age	18-34	1%	2%	23%	36%	38%
	35-54	2%	8%	27%	39%	24%
	55-64	4%	6%	27%	41%	22%
	65+	2%	14%	27%	33%	24%
Education	High School or Less	3%	3%	20%	48%	27%
	Some College/Associates Degree	1%	7%	32%	40%	20%
	College Graduate	3%	9%	25%	30%	32%
	Graduate/Professional School	2%	16%	24%	26%	31%
Ideology	Very Conservative			31%	62%	7%
	Somewhat Conservative	1%	5%	24%	58%	11%
	Moderate	7%	3%	19%	28%	43%
	Somewhat Liberal	1%	13%	31%	18%	36%
	Very Liberal	3%	18%	22%	10%	47%
Party Registration	Democratic	3%	15%	27%	15%	39%
	Republican	2%	3%	27%	53%	15%
	Unenrolled/Independent	1%	5%	24%	50%	20%
Party Identification	Democratic	3%	15%	27%	16%	40%
	Republican	1%	2%	27%	56%	13%
	Swing	2%	4%	22%	53%	20%
Congressional District	CD1	2%	12%	24%	36%	27%
	CD2	2%	5%	29%	38%	26%
Media Market	Bangor	3%	4%	31%	41%	20%
	Portland-Auburn	2%	10%	26%	35%	26%
	Presque Isle			7%	33%	60%
Metro Type	Rural	2%	8%	28%	38%	25%
	Suburban	1%	8%	22%	42%	26%
	Town	2%	11%	24%	27%	36%
	Urban	2%	9%	28%	36%	24%
Total		2%	8%	26%	37%	26%

<b>If you knew that the new fee on each of your streaming services could be \$5 or more per month to fund the technology and infrastructure upgrades needed to stream Community Access Cable Channels on your streaming service, would you support such a fee?</b>				
		Yes	No	Unsure
Gender	Female	12%	71%	18%
	Male	8%	80%	12%
Age	18-34	5%	80%	15%
	35-54	12%	75%	13%
	55-64	10%	77%	13%
	65+	12%	70%	18%
Education	High School or Less	3%	87%	10%
	Some College/Associates Degree	10%	79%	11%
	College Graduate	12%	66%	22%
	Graduate/Professional School	15%	65%	19%
Ideology	Very Conservative	2%	88%	10%
	Somewhat Conservative	5%	86%	9%
	Moderate	9%	81%	11%
	Somewhat Liberal	15%	66%	19%
	Very Liberal	19%	53%	28%
Party Registration	Democratic	16%	64%	21%
	Republican	4%	87%	9%
	Unenrolled/Independent	7%	78%	14%
Party Identification	Democratic	17%	62%	21%
	Republican	3%	89%	8%
	Swing	4%	76%	20%
Congressional District	CD1	13%	70%	17%
	CD2	7%	80%	13%
Media Market	Bangor	7%	84%	9%
	Portland-Auburn	12%	71%	18%
	Presque Isle		91%	9%
Metro Type	Rural	9%	76%	14%
	Suburban	11%	78%	11%
	Town	11%	68%	20%
	Urban	10%	70%	20%
Total		10%	75%	15%

Please drag and drop below to rank in order of importance how you believe government should invest these funds.

**Top Rank:**

		Local Schools	Infrastructure	Public Safety	Human Services	Community Channels	Conservation	Libraries	Public Transit	Recreation
Gender	Female	26%	14%	21%	18%	6%	4%	4%	4%	4%
	Male	24%	27%	19%	14%	6%	5%	2%	2%	2%
Age	18-34	24%	15%	16%	20%		10%	2%	5%	9%
	35-54	26%	22%	24%	13%	4%	3%	4%	2%	1%
	55-64	24%	21%	26%	13%	7%	2%	2%	4%	2%
	65+	26%	21%	15%	18%	10%	4%	3%	2%	1%
Education	High School or Less	15%	36%	15%	10%	2%	4%		8%	10%
	Some College/Associates Degree	27%	16%	28%	16%	5%	3%	4%	0%	1%
	College Graduate	28%	15%	15%	21%	7%	8%	3%	2%	1%
	Graduate/Professional School	29%	17%	15%	16%	8%	4%	5%	3%	2%
Ideology	Very Conservative	18%	32%	34%	7%	5%	1%	1%		2%
	Somewhat Conservative	20%	27%	27%	9%	8%	3%	2%	2%	2%
	Moderate	17%	19%	12%	16%	3%	10%	2%	4%	17%
	Somewhat Liberal	34%	14%	15%	18%	6%	6%	4%	2%	0%
	Very Liberal	30%	6%	5%	35%	3%	6%	6%	8%	
Party Registration	Democratic	29%	12%	12%	26%	5%	7%	4%	5%	1%
	Republican	17%	29%	29%	9%	6%	1%	1%	2%	7%
	Unenrolled/Independent	30%	22%	20%	10%	7%	7%	4%	0%	1%
Party Identification	Democratic	31%	11%	12%	25%	5%	6%	5%	5%	1%
	Republican	18%	29%	30%	7%	6%	3%	2%	1%	5%
	Swing	38%	24%	9%	11%	11%	5%			2%
Congressional District	CD1	25%	22%	15%	15%	7%	7%	3%	3%	1%
	CD2	25%	18%	24%	17%	4%	2%	3%	3%	4%
Media Market	Bangor	17%	18%	30%	20%	5%	2%	2%	4%	1%
	Portland-Auburn	28%	22%	16%	15%	6%	6%	3%	3%	1%
	Presque Isle	30%	5%	20%	2%			5%	2%	36%
Metro Type	Rural	26%	19%	21%	16%	5%	3%	3%	2%	4%
	Suburban	20%	22%	21%	11%	8%	8%	1%	7%	2%
	Town	24%	24%	11%	23%	7%	5%	5%	2%	1%
	Urban	30%	16%	21%	13%	3%	6%	3%	7%	
Total		25%	20%	20%	16%	6%	4%	3%	3%	3%

November 28-30, 2023 | n-938 | Maine Registered Voters | MoE +/- 3.2%

Gender			
		Frequency	Percent
	Female	486	52
	Male	452	48
	Total	938	100

Age			
		Frequency	Percent
	18-34	185	20
	35-54	293	31
	55-64	167	18
	65+	294	31
	Total	938	100

Education			
		Frequency	Percent
	High School or Less	189	20
	Some College/Associates Degree	349	37
	College Graduate	257	27
	Graduate/Professional School	144	15
	Total	938	100

Ideology			
		Frequency	Percent
	Very Conservative	129	14
	Somewhat Conservative	304	32
	Moderate	94	10
	Somewhat Liberal	268	29
	Very Liberal	144	15
	Conservative	432	46
	Moderate	94	10
	Liberal	412	44
	Total	938	100

Party Registration			
		Frequency	Percent
	Democratic	389	41
	Republican	319	34
	Unenrolled/Independent	230	24
	Total	938	100

Party Identification			
		Frequency	Percent
	Democratic	456	49
	Republican	427	46
	Swing	55	6
	Total	938	100



<b>Congressional District</b>			
		Frequency	Percent
	CD1	471	50
	CD2	467	50
	Total	938	100

<b>Media Market</b>			
		Frequency	Percent
	Bangor	234	25
	Portland-Auburn	660	70
	Presque Isle	43	5
	Total	938	100

<b>Metro Type</b>			
		Frequency	Percent
	Rural	596	64
	Suburban	133	14
	Town	123	13
	Urban	86	9
	Total	938	100

# About SACSC

The Saint Anselm College Survey Center (SACSC) was founded in the wake of the 2016 election, and launched its first poll in February 2018 as the midterm elections were getting underway. Housed within the New Hampshire Institute of Politics at Saint Anselm College, the Center conducts quarterly polls of New Hampshire voter attitudes and additional polls as circumstances warrant. This research supports the academic mission of the College, and provides students with a practical education in survey techniques while providing the public at large with insight into political opinion trends that impact the state's federal and gubernatorial elections. To support its operations, the Center performs commissioned research on behalf of nonprofit organizations and corporations.

For more information on SACSC, please visit: [anselm.edu/new-hampshire-institute-politics/polling](http://anselm.edu/new-hampshire-institute-politics/polling) For inquiries, please contact: [nhioppoll@anselm.edu](mailto:nhioppoll@anselm.edu)